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ABSTRACT

Due to a rapidly increasing demand for bibliographic instruction, Southwestern College in San Ysidro, California, devised an interactive English-Spanish multimedia library skills program using Macintosh and Kodak PhotoCD technologies. First, a PhotoCD containing 100 photos of library services was produced. Then, an interactive Macintosh program using Macromedia's Director software was developed. The "attract mode" entices passersby with a 360-degree view of the library's interior. The next screen offers eight choices: Restrooms; Help; San Ysidro (college center); Interactive Campus Map; Floor Plan; Index of Topics; 360-degree view; and Non-print Materials. Following screens provide up to four layers of information. Users can access information from photographic, graphic, or textual starting points. For Beta testing, paper response surveys were used and screen output was videotaped by connecting a VHS recorder to the Macintosh each morning and recording 8 hours of use. The videotapes illustrate how students are using the program and where they become hung up or abandon the program. As technology improves, bilingual sound and Quick Time movie or video disc inserts may be added. This project was funded with a $10,000 Fund for Instructional Improvement grant from the California Community Colleges Chancellor's Office. The paper includes copies of Southwestern College Library Orientation computer screens. (KP)

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ED 370 625

Macintosh and Photo-CD Technologies Provide Orientations to Southwestern College Library

William J. Alexander
Timothy E. Alexander
Ronald W. Vess

Southwestern College
Chula Vista, CA

Paper presented at the Annual Collaborative Conference of the California Community Colleges (3rd, San Jose, CA, April 13-15, 1994).

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JC 940 324

MACINTOSH AND PHOTO-CD TECHNOLOGIES PROVIDE ORIENTATIONS TO SOUTHWESTERN COLLEGE LIBRARY

William J. Alexander
Timothy E. Alexander
Ronald W. Vess [1]

Southwestern College (SWC) with an enrollment of nearly 16,000 students is located farther west and farther south than any other college in the United States. A SWC Education Center in San Ysidro is less than a mile from Tijuana, Mexico. The main campus is seven miles north in Chula Vista, halfway between downtown San Diego and the Mexican border. It is understandable, then, that Spanish and English are the major languages on our campus.

Many of the students who begin a program of studies with us are unfamiliar with both the library and the principles of library research. This inexperience and lack of research skills presents a serious impediment to success both here and in the future. To correct this deficiency, we work to acquaint our patrons with the basic essentials of library research in one-hour bibliographic instruction classes, arranged by individual instructors and offered during class time. The demand for this type of library orientation has been increasing by over 25% each year for the past six years with 254 in 1992-1993. In addition to this, a one-unit class is offered in the honing of library skills. Librarians will also instruct students in one-to-one encounters, when possible. Still, these efforts do not reach all of the students who need help.

While these are certainly positive and worthwhile programs, they are not a perfect solution to this serious problem. Those students who cannot attend, for whatever reason, that particular class session remain ignorant of these essential academic research skills. Also, because of space limitations within the library building, it is impractical to guide the students through the actual library collections. Thus, while they may gain some familiarity with the basic theory of library research, they remain unfamiliar with the physical arrangement of the library itself. Lastly, the necessity of presenting a large amount of information within the constraints of a one-hour session precludes the possibility of spending much time with individual students. In particular, this negatively affects those students whose native language is not English, and who may consequently have difficulty assimilating the principles presented in such an accelerated, compressed program.

Because of these conditions we decided that an interactive multimedia library skills program freely accessible to students during regular library hours would help to solve some of our orientation problems. A program based on Kodak's new PhotoCDs would provide the photographic images necessary for a visual physical awareness of the various areas and collections in the library.

[1] Southwestern College, 900 Otay Lakes Road, Chula Vista, California 91910 U.S.A.

A Fund for Instructional Improvement grant of $10,000. was sought from the California Community Colleges Chancellor's Office. Our proposal to use new technology to answer basic library questions so that our limited staff could use their expertise to provide personal attention to the students' more complex needs met with state approval. Our deadline is now June 30, 1994 to finish the project.

First, we produced a PhotoCD containing 100 photos of library services which is used to supplement our classroom orientations much like a tray of electronic slides which can be accessed in a random manner. Then, using the digital images provided by the classroom PhotoCD, we developed an interactive Macintosh program using Macromedia's Director software. Our standalone "kiosk" is a 16 megabyte Macintosh VX with an 80 megabyte hard drive displaying both 8 and 16 bit images.

When the Macintosh is turned on every morning, the attract mode of the orientation program begins. The first screen simulates looking through a light airplane's front window as a 360° view of the library's interior scrolls by. (The Southwestern College Library has three light airplanes hanging from its ceiling.) If no one uses the program for several minutes, the program automatically reverts to this attract mode, hoping to entice any passersby. Every few seconds the language on the plane's instrument panel alternates between Spanish and English text saying, "Why fly around in circles looking for what you need? Click the mouse button to start the Southwestern College Library Orientation." If clicked during the Spanish attract mode, a Spanish welcome screen greets the user with three choices: look at the credits, change to English or start the orientation in Spanish. Similar rules apply if you click during the English attract mode.

The next screen that appears in the language of choice is the main menu screen of the program. Its design utilizes an enlarged college logo and allows the user eight choices and a change language button. The choices are: Restrooms (one of our most asked about topics); Help; San Ysidro (a college center); Interactive Campus Map; Floor Plan; Index of Topics; 360° View; and Non-print Materials.

Starting with this screen, if one points at a button or selected object, brief descriptions or directions are given on the current screen. In this case a vertical text box in the middle of the buttons tells the user what the button topic means and what will happen when one clicks on that button. Moving the mouse pointer off a button will remove that vertical text box.

Clicking on the buttons takes the user to new screens. For example, clicking on the Restroom button would take the user to a floor plan showing how to quickly find this service. Clicking on the Interactive Campus Map button presents an interactive map full of "hot" buildings and buttons which when pointed at give more information on this area on the current screen or when clicked on go to a screen dedicated to the clicked button's subject. And, clicking on the Non-Print Materials button presents

a floor plan and subject buttons explaining how to use materials located in the Learning Resource Center.

If the user is uncertain about where to start, the program directs him or her to point at the 360° View button, to read the vertical text box and finally to click on that button taking the user to the 360° View screen. This screen again utilizes the 5 wide-angle PhotoCD images that were fit together to form a continuously moving strip in the attract mode and here provide two nearly 150° views, looking forward and above the Macintosh and looking backward away from the Mac. All of these panoramic photographs were taken from the same position which is also the location of the Macintosh used for this interactive orientation. This screen allows you to point at or click eleven new buttons which when pointed at will show you where on the panoramas each service is located. And, when clicked on will take the user to new screens for more in-depth information. The eleven new buttons are: Classroom; Restrooms; Periodicals; Circulation; Copies; Stacks; Atlas; Reference; Periodical Indexes; Information; and Online Catalog. Buttons to return you to the Menu or the Floor Plan or the Index of Topics are also available.

By selecting these buttons the user can get more information that extends two to four layers (screens) deep. This in-depth information can also be reached from other jumping-off points, such as the Floor Plan or the Index of Topics or the Help sections. Users, thus, are able to get the information they need regardless of whether their learning styles choose photographic or graphic or textual jumping-off points. In fact, within the Help section even more guidance is given to users who are directed to appropriate sections that answer their basic questions, such as "Where can I find this article" or "I need to write a paper. Where do I start?" These help items are duplicated on paper handouts that students may take with them.

For Beta testing we are using paper response surveys and we have been videotaping the screen output by connecting a VHS recorder to the Macintosh each morning and recording 8 hours of use. This allows us, without violating user privacy, to fast forward through the tape and see how each person uses the program, including where they get hung up or actually abandon the program without getting the needed information.

Although the state will close their books on the project this June, we won't ever consider the project finished. As our library changes, so must the orientation. As our technology improves, we may add bilingual sound and Quick Time movie or videodisc inserts of how it would look from the user's point-of-view to walk from the Macintosh to the selected area.

In addition to providing a useful orientation to our library, we want this project to serve as an example that interactive instructional media is effective, fun and now possible at Southwestern College. Indeed, we look forward to welcoming more faculty and students to the development process for future versions.

Handout for a 1994 Presentation at the CSU San Marcos meeting of Directors of Educational Technology/California Higher Education

Southwestern College Governing Board:
Augie Bareno
G. Gordon Browning
Jerry J. Griffith
Maria Neves-Perman
Judy Schulenberg

Superintendent/President:
Joseph M. Conte

Macintosh and PhotoCD Technologies Provide Orientations to the Southwestern College Library

Principal Contacts: Bill Alexander, Associate Dean of Instructional Resources
Ron Vess, Bibliographic Instruction Librarian
Southwestern College
900 Otay Lakes Road, Chula Vista, California, U.S.A. 91910

Southwestern College, like many of its sister institutions throughout California, has experienced a shortfall of available funds for instructional innovation as well as an increase of students who have not been properly prepared for the rigors of college level academics. We currently have an enrollment over 15,000. Many of these students begin a program of study unfamiliar with doing research, or even negotiating the college library. The attrition rate of such students is extremely high. To attempt to retain more of our traditionally under-represented students, something had to be done. It was determined by librarians and faculty alike that a thorough working knowledge of the college library is a positive aid to student retention. To help in the familiarization of the library to students who are not well versed, Bill Alexander, Associate Dean of Instructional Resources, Tim Alexander, now a graduate student in Library Science at the University of Missouri, and Ron Vess, Bibliographic Librarian, are developing two projects: one a classroom enhancement and the other an interactive Macintosh program meant to be very user friendly. We hope to catch at-risk students, even those who may not know they are in need.

The Southwestern College Library maintains an aggressive Bibliographic Instruction program which serves the instructional divisions well. We are currently preparing and delivering in excess of 300 one-hour group orientation sessions per year. Even with this success we are not catching all those who are in need of instruction. Large numbers of students for whatever reason cannot, or do not, attend these sessions. In addition to the one-hour presentations, a one unit 9-week course is offered, but still all those in need are not addressed. It was decided to develop a library orientation module for a standalone "kiosk." Our interactive system will be available whenever the library is open and is designed to give elemental information on most aspects of the library's operation. We found several models currently in use at other colleges. But, they proved to be either too elementary or they are rigid in their presentation not allowing exploration or quick module change.

The project began by photographing over a hundred areas of the library. One hundred photographs were then digitally encoded by Kodak onto a PhotoCD. A PhotoCD player and a television now operate as an "electronic slide projector" to enhance orientations given in the library classroom. The images were then imported to the Macintosh so that an application, MacroMedia Director, could be used to add text and animations and create an interactive program. The project has been in development for over 16 months, has grown to 16 megabytes in size, and will be installed for student use by July 1, 1994. A Fund for Instructional Improvement grant from the California Community College Chancellor's Office supports our project.

Technical Information:

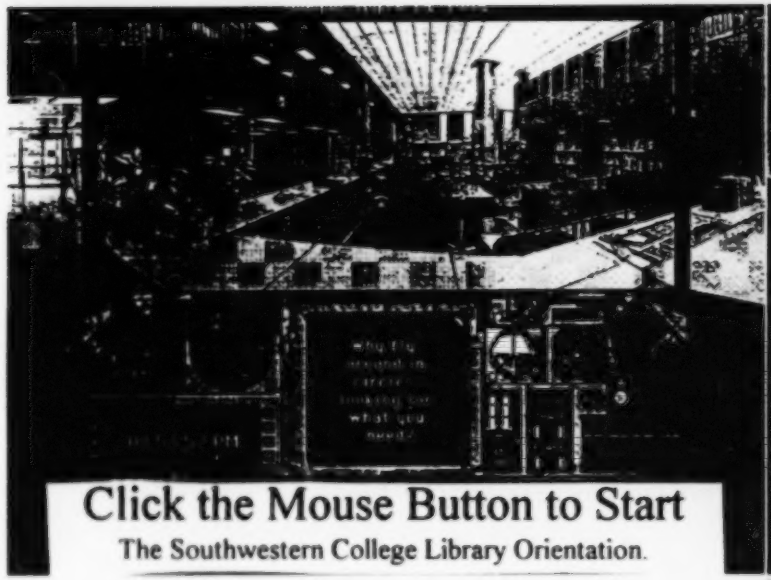
Production/Presentation Equipment:	Macintosh IIVX, 80 MB HD, 20 MB RAM - Kodak PhotoCD 870 Player Software: Macromedia Director 3.1 and Adobe Photoshop 2.5 PhotoCDs: Cost for 100 image disc= $135.00 ($1.35 per image).

Disseminations:

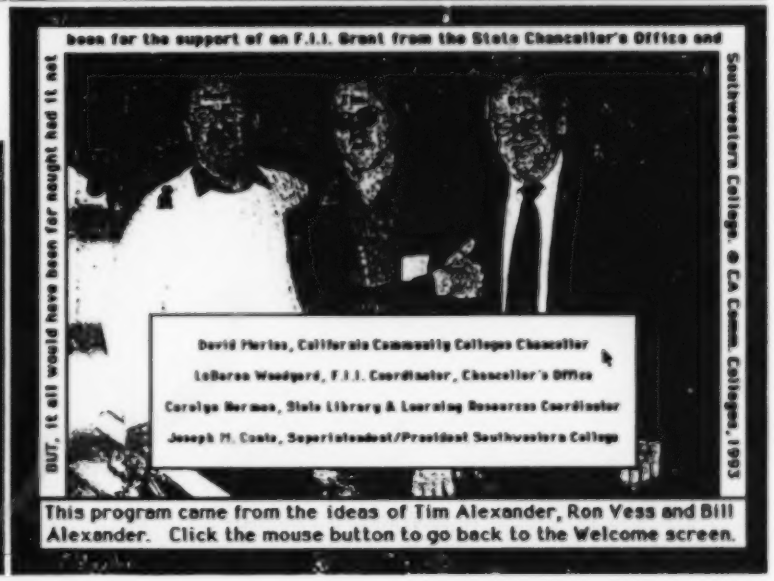
Association for the Advancement of Computing in Education (AACE), San Diego	March 20, 1993
San Diego & Imperial Counties Community Colleges Assoc. Multimedia Expo, El Cajon	August 17, 1993
Rancho Santiago College Flex Day Presentation, Santa Ana	August 18, 1993
The Association for California College Tutorial and Learning Assistance, Sacramento	November 19, 1993
11th International Conference on Technology and Education, University of London	March 29, 1994
Chancellor's Office Third Annual Collaborative Conference, San Jose	April 13, 1994
Directors of Educational Technology/California Higher Education Conference, San Marcos	May 20, 1994
San Diego Computer Faire, San Diego	(September 23, 1994)
League for Innovation in the Community Colleges Conference, Houston, Texas	(November 15, 1994)
Recently applied to Association for Educational Communications & Technology Conference	(Los Angeles, 1995)

We wish to thank the following for their help and support:

David Mertes, Chancellor of the California Community Colleges
Carolyn Norman, State Library and Learning Resources Coordinator
Thomas Hahn, Vice President for Academic Affairs, SWC
Bobbie Lane, Bill Piekarski, Karen Smith
Angelina Stewart, Maryellene Deason, Claudia Vess
LeBaron Woodyard, State F.I.I. Coordinator
Joseph M. Conte, President, Southwestern College
David Shepherd, Microcomputer Coordinator, SWC
Lois Marriott, Tom Bugzavich
Betty Alexander, Sam Alexander



Bienvenidos
Español
English
Para empezar la orientacion bibliotecaria, mueva el control para escoger el idioma y luego oprima el botón.
El pasar por los créditos del video, aunque valioso, le tomará entre 1 y 2 minutos antes de que pueda empezar el programa de nuevo
Créditos


BUT, it all would have been for naught had it not
been for the support of an F.I.I. Grant from the State Chancellor's Office and
Southwestern College, & CA Comm. Colleges, 1993
David Mertes, California Community Colleges Chancellor
LaDorsa Woodyard, F.I.I. Coordinator, Chancellor's Office
Carolyn Hermes, State Library & Learning Resources Coordinator
Joseph M. Costa, Superintendent/President Southwestern College
This program came from the ideas of Tim Alexander, Ron Yess and Bill Alexander. Click the mouse button to go back to the Welcome screen.

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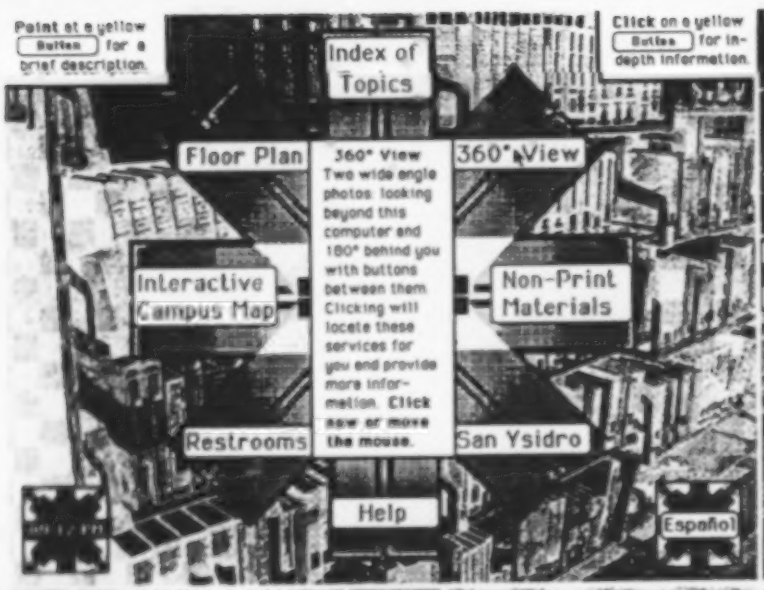
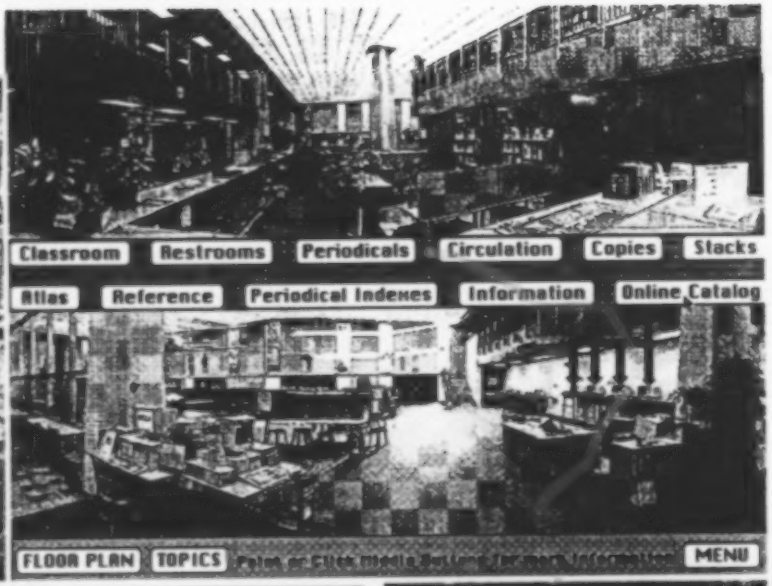
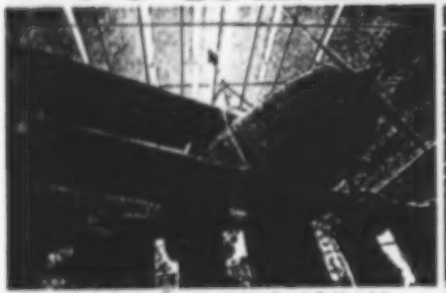
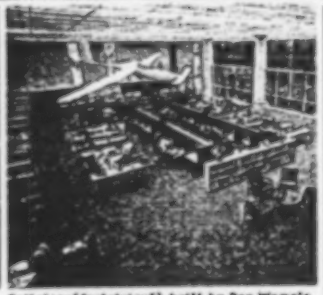

Point at a yellow Button for a brief description.
Click on a yellow Button for in-depth information.
Index of Topics
Floor Plan
360° View
360° View
Two wide angle photos looking beyond this computer and 180° behind you with buttons between them. Clicking will locate these services for you and provide more information. Click now or move the mouse.
Interactive Campus Map
Non-Print Materials
Restrooms
San Ysidro
Help
Español



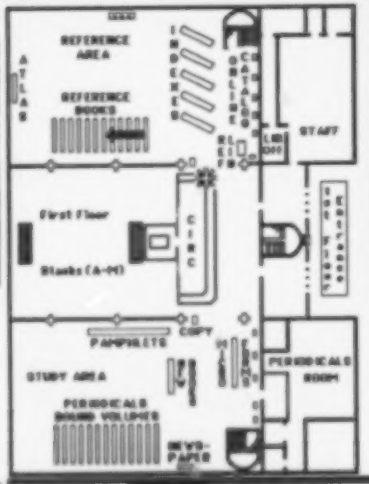


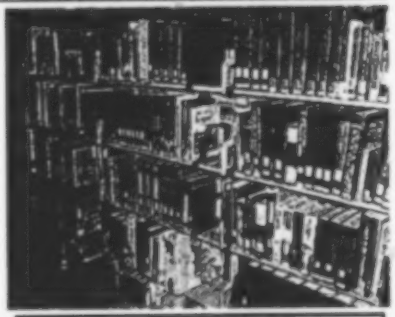


Weight 370 pounds (without engine)
Length 14 feet 10 inches
24 feet
Wingspan 42 feet
(Extra tail to a "canard")
Engine 1 gaming 150 horsepower
125 mph
Max. Speed 135 mph (Small gas engine for launching)

Built from 1970 to 1987 to emulate a style known as a Beech "negative stagger" which describes how the upper wings are positioned slightly behind the lower wings. Requiring 4000 to 5000 hours to build, the plane has been appraised at $21,000. Its first flight was at Brown Field in January, 1988. Warnick is a retired aeronautical engineer with General Dynamics.

Built by a former national sailplane champ, the plane was designed by Burt Rutan, who designed the Voyager aircraft that flew non-stop around the world. Requiring 2000 hrs. & $9000 over three years to build, it is valued at $30,000. Wompio is a retired S.D.C.C. biology instructor.





Side 6A - L.C. # (HF-L):
Sociology,
Business, Government,
Education

Go Back
More

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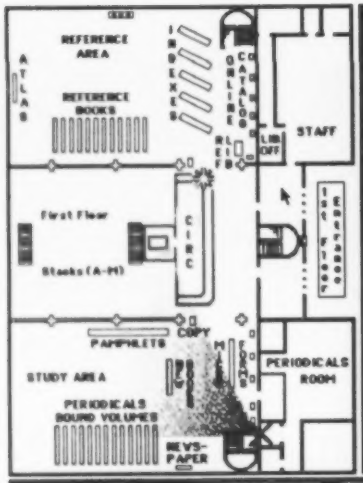
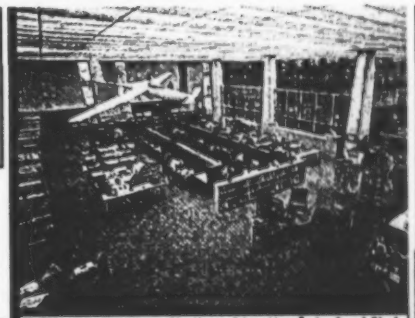
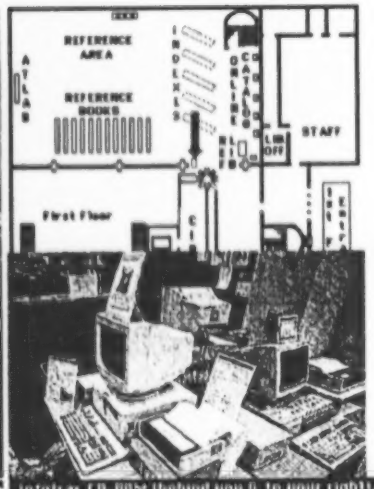




X = Camera Position. Shading = Direction & Angle of Shot.

Click buttons below for more information. The photo above shows newspapers, current and bound periodicals at the left edge. Microforms can be seen at the lower right.

FLOOR PLAN | Newspapers | Periodicals (Bound) | Periodicals(Current)
360° VIEW | Periodical Holding List | Periodicals Indexes
MENU | TOPICS | Photocopies | Periodicals(Microform) | Periodicals Room

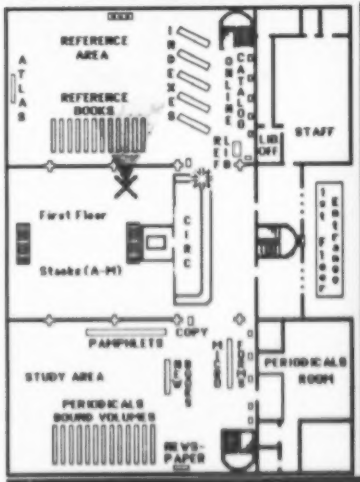


Infotrac CD-ROM (behind you & to your right) indexes articles by subject in more than 500 periodicals. Index covers approx. 3 years with monthly updates. Covers business, technology, and general interest areas.

Abridged Index Medicus
Applied Science and Technology Index
Art Index
Background Notes on Nations
Biography Index
Biology Digest
Business Newsbank Index
Business Periodicals Index
California Journal Index
California Periodicals Index
Computer Literature Index
CQ Weekly Reports
Cummulative Index to Nursing Literature
Current Index to Journals in Education
Economic Indicators
Editorials on File
Education Index
Essay and General Literature Index
Facts on File
Federal Tax Guide (CCH)
General Science Index
Humanities Index
InfoTrac CD-ROM
More

Periodical Indexes

Periodicals Menu | MENU
FLOOR PLAN | 360° VIEW | TOPICS

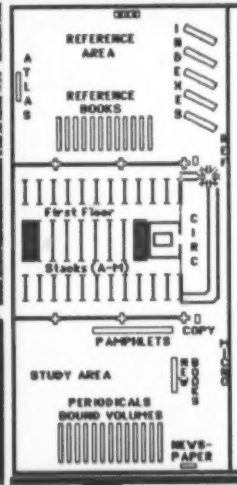


X = Camera Position. Shading = Direction & Angle of Shot.

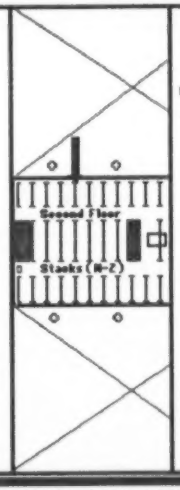
Photo above shows the Atlas just off left, the Phone Book Resources on the far wall, and the Reference Shelves on the bottom.

Click buttons below for more information.

FLOOR PLAN | Browse Reference Shelves | Find Materials by Subject
360° VIEW | Copies | Atlas | Pamphlets | Phone Book Resources
MENU | TOPICS | Information | Online Catalog | Stacks Menu



African History
Agriculture
American Literature
Animal Culture
Archaeology
Architecture
Arts in General
Asian History
Astronomy
Auxiliary Sciences
Biography
Biology
Chemistry
Communism, Anarchy
Constitutional History
Cultural Anthropology
Economics and Finance
Education
Encyclopedias
Engineering
European History
Family, Children, Women
General Works
Geography
History of Civilization
History: Latin America
History: Old World
History: South America
Home Economics



Indexes
Language and Literature
Law, Federal and State
Library Science
Literary History/Collections
Literatures
Mathematics and Computers
Medicine
Military and Naval Science
Mythology
Music
Natural History
Natural Science
Nursing
Oceans History
Painting
Philosophy
Physical Geography
Physics
Political Science
Psychology
Religion
Sciences
Social Sciences
Sociology
Sports, Leisure, Recreation
Technology
Visual Arts
Yearbooks

TOPICS | Stacks Menu
MENU | Stacks Closeup
360° VIEW | FLOOR PLAN

Library of Congress Heading for the subject is highlighted below

A	B-BJ	BL-BX	C	CB	CC	CT	D	DA-DK	DS	DT	DU	E-F	G	
GB-GR	GV	H	HC-HJ	HM	HQ	HX	J	K	L	M	N	NA	ND	
NX	P	PN	PQ-PT	PR	PZ	Q	QA	QB	QC	QD	QH-QR	R	RT	S
SF	T	TA-TP	TX	U-V	Z									

Point at another subject to continue.

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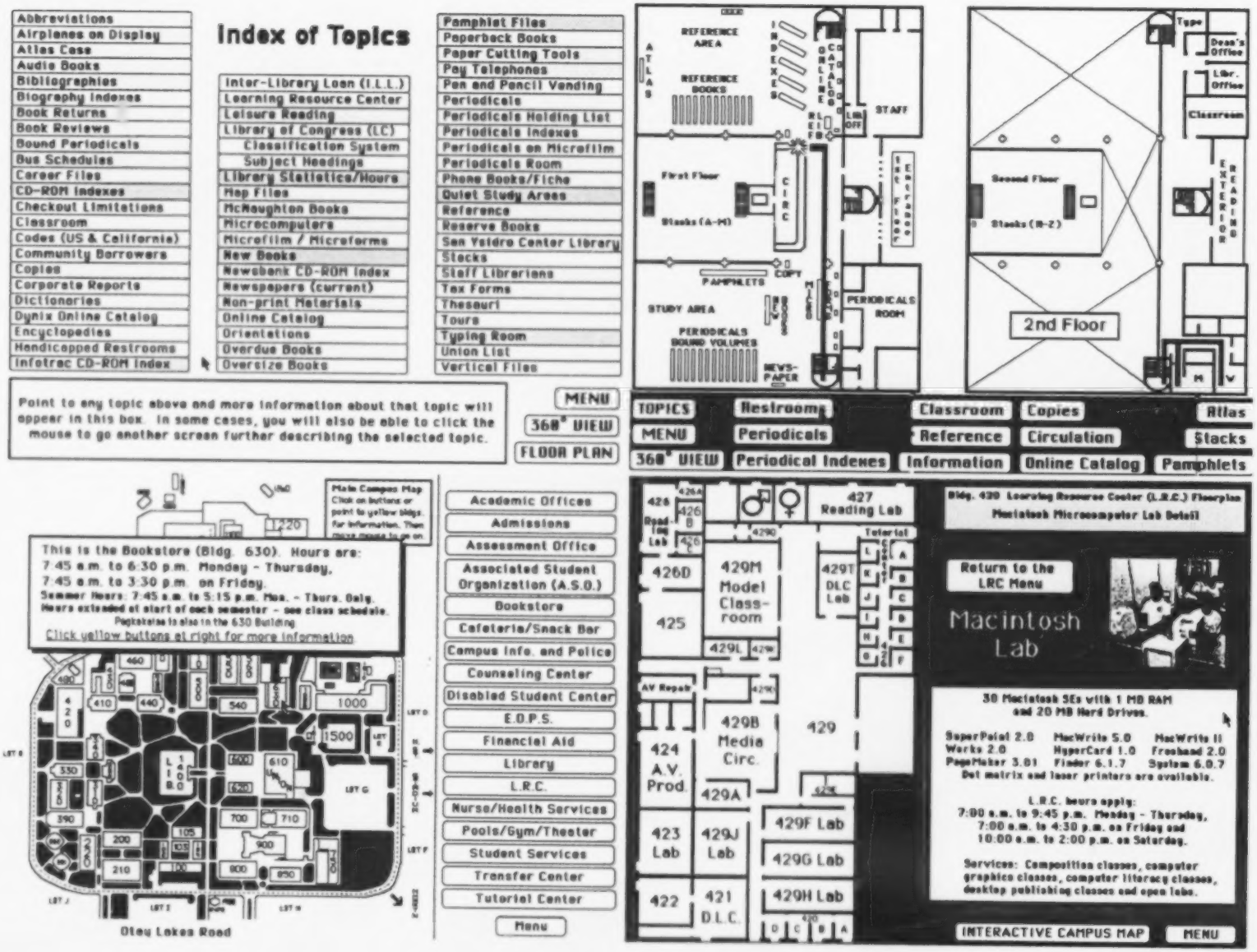

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